

Appendix C: Valuable Resources

Company

Financial Resources

USDA-FAS: MAP Branded Program

Eligible food and processed agricultural companies can receive 50 percent cost reimbursement for certain marketing and promotional activities. The program, called MAP's Branded Program, is administered for the U.S. Department of Agriculture (USDA) through four State Regional Trade Associations (SRTGs).

To learn more, visit <http://www.fas.usda.gov/agx/MarketingPrograms/Marketing.html> (FAS Marketing Program Team, AgExport Services Division) or one of the sites listed below.

WUSATA – <http://www.wusata.org> - If your business is in the Western United States (Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming).

MIATCO – <http://www.miatco.org> - If your business is in the Midwestern United States (Illinois, Iowa, Michigan, Missouri, North Dakota, South Dakota, Indiana, Kansas, Minnesota, Nebraska, Ohio, Wisconsin) .

Food Export USA Northeast – <http://www.foodexportusa.org> - If your business is in the Northeastern United States (Connecticut, Maine, Delaware, New Jersey, Massachusetts, New Hampshire, New York, Pennsylvania, Rhode Island and Vermont).

SUSTA – <http://www.susta.org> - If your business is in the Southern United States (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, Virginia, or West Virginia).

USDA-FAS: Financing Programs

Supplier Credit Guarantee Program (SCGP) - The USDA's export credit guarantee programs help ensure that credit is available to finance commercial exports of U.S. agricultural products, while providing competitive credit terms to buyers. SCGP helps exporters offer direct, short-term credit to foreign buyers of U.S. food and agricultural products. Under this program, USDA's CCC reduces the financial risk to exporters by guaranteeing a large portion of the payments due from importers under financing arrangements of up to 180 days. The direct credit extended by the exporter to the importer for the purchase of U.S. agricultural products must be secured by a promissory note signed by the importer. USDA's Foreign Agricultural Service (FAS) administers this program on behalf of the CCC, which issues the credit guarantee. The exporter or the exporter's bank provides the financing. *Additional Information:* Call (202) 720-3224 or send a fax to (202) 720-2949 requesting program regulations and applicable notices and announcements. Information is also available at <http://www.fas.usda.gov/excredits/scgp.html>. Contact: Program Planning, Development, and Evaluation Division, Export Credits, FAS-USDA, Stop 1034, 1400 Independence Ave. SW, Washington, DC 20250-1034; tel. (202) 720-4221; fax (202) 690-0251.

Export Credit Guarantee Programs (GSM-102/103) - USDA's export credit guarantee programs help ensure that credit is available to finance commercial exports of U.S. agricultural products,

while providing competitive credit terms to buyers. Two programs underwrite credit extended by the private banking sector in the United States (or, less commonly, by the U.S. exporter) to approved foreign banks using dollar-denominated, irrevocable letters of credit for purchases of U.S. food and agricultural products by foreign buyers. The Export Credit Guarantee Program (GSM-102) covers credit terms of up to three years. The Intermediate Export Credit Guarantee Program (GSM-103) covers longer credit terms of up to 10 years. FAS administers these programs on behalf of the CCC, which issues the credit guarantees. Under these two programs, the CCC guarantees payments due from approved foreign banks to exporters or financial institutions in the United States. The CCC provides the guarantee, but the financing must be obtained through normal commercial sources. Typically, 98 percent of principal and a portion of interest at an adjustable rate are covered by a guarantee. *Additional Information:* To participate in the GSM-102 or GSM-103 programs, call (202) 720-3224 or send a fax to (202) 720-2949 requesting program regulations and applicable notices and announcements. GSM-102 and GSM-103 program information is also available at <http://www.fas.usda.gov/excredits/exp-cred-guar.html>. Contact: Program Planning, Development, and Evaluation Division, Export Credits, FAS-USDA, Stop 1034, 1400 Independence Ave. SW, Washington, DC 20250-1034; tel. (202) 720-4221; fax (202) 690-0251.

Facility Guarantee Program - Emerging markets often lack the infrastructure to support increased trade volume. Export sales of U.S. equipment or expertise to improve ports, loading/unloading capacity, refrigerated storage, warehouse and distribution systems, and other related facilities may qualify for facility guarantees, as long as these improvements are expected to increase opportunities for U.S. agricultural exports. Under this program, USDA's CCC guarantees payments due from approved foreign banks to exporters or financial institutions in the United States. USDA's Foreign Agricultural Service (FAS) administers this program on behalf of the CCC. The financing must be obtained through normal commercial sources. Typically, a guarantee covers 95 percent of principal and a portion of interest. *Additional Information:* Program information is available at <http://www.fas.usda.gov/excredits/facility.html>. Contact: Program Planning, Development, and Evaluation Division, Export Credits, FAS-USDA, Stop 1034, 1400 Independence Ave. SW, Washington, DC 20250-1034; tel. (202) 720-4221; fax (202) 690-0251.

Export Enhancement Program (EEP) – This program helps products produced by U.S. farmers meet competition from subsidizing countries, especially the European Union. Under the program, the U.S. Department of Agriculture pays cash to exporters as bonuses, allowing them to sell U.S. agricultural products in targeted countries at prices below the exporter's costs of acquiring them. Major objectives of the program are to expand U.S. agricultural exports and to challenge unfair trade practices. For more information visit <http://www.fas.usda.gov/excredits/EEP.html>.

Dairy Export Incentive Program (DEIP) – The Dairy Export Incentive Program (DEIP) helps exporters of U.S. dairy products meet prevailing world prices for targeted dairy products and destinations. Under the program, USDA pays cash bonuses to exporters, allowing them to sell certain U.S. dairy products at prices lower than the exporter's costs of acquiring them. The major objective is to develop export markets for dairy products where U.S. products are not competitive because of the presence of subsidized products from other countries. More information on the program can be found at <http://www.fas.usda.gov/excredits/deip.html>.

Other Federal Government Programs

* **Export Finance Matchmaker (EFM)** - An Internet-based system, offered by the Department of Commerce assists U.S. exporters and buyers of U.S. goods and services find financial resources. It matches exporters in need of trade financing with interested banks. There is NO cost to the U.S. exporter to use this matching program. For more information on EFM, visit the *Export*

Finance Matchmaker's webpage at <http://www.ita.doc.gov/efm>, or contact the Office of Finance at (202) 482-5702.

Small Business Administration – International Trade Loans –

<http://www.sbaonline.sba.gov/financing/loanprog/tradeloans.html> - SBA administers an international trade loan program from which you can receive as much as \$1,250,000 in combined working capital and facilities-and-equipment loans. The working-capital portion of the loan may be made according to the provisions of the Export Working Capital Program.

Small Business Administration – Export Express –

<http://www.sbaonline.sba.gov/financing/loanprog/exportexpress.html> - SBA Export Express combines the SBA's small business lending assistance with its technical assistance programs to help small businesses that have traditionally had difficulty in obtaining adequate export financing. The pilot program is available throughout the country and is expected to run through September 30, 2005. SBA Export Express helps small businesses that have exporting potential, but need funds to buy or produce goods, and/or to provide services, for export.

Small Business Administration – Export Working Capital Program (EWCP) –

<http://www.sbaonline.sba.gov/financing/loanprog/ewcp.html> - SBA's *Export Working Capital* was designed to provide short-term working capital to exporters. The SBA's Export Working Capital Program (EWCP) supports export financing to small businesses when that financing is not otherwise available on reasonable terms. The program encourages lenders to offer export working capital loans by guaranteeing repayment of up to \$1 million or 90 percent of a loan amount, whichever is less. A loan can support a single transaction or multiple sales on a revolving basis.

Export-Import Bank of the United States – Working Capital -

http://www.exim.gov/products/work_cap.html - Ex-Im Bank's Working Capital financing enables U.S. exporters to obtain loans to produce or buy goods or services for export. These working capital loans, made by commercial lenders and backed by our guarantee, provide you with the liquidity to accept new business, grow your international sales and compete more effectively in the international marketplace. This program is for working capital needs of more than \$1.1 million.

Export-Import Bank of the United States - Medium and Long-Term Guarantees -

http://www.exim.gov/products/loan_guar.html - Ex-Im Bank assists exporters by guaranteeing term financing to creditworthy international buyers, both private and public sector, for purchases of U.S. goods and services. With Ex-Im Bank's loan guarantee, international buyers are able to obtain competitive term financing from lenders when financing is otherwise not available or there are no economically viable interest rates on terms over one-to-two years.

Export-Import Bank of the United States – Export Credit Insurance -

<http://www.exim.gov/products/insurance/index.html> - Ex-Im Bank's export credit insurance allows companies to increase export sales by limiting international risk, offering credit to international buyers, and enabling companies to access working capital funds.

Direct Loans - <http://www.exim.gov/products/directloan.html> - Medium and Long-term fixed-rate loans to creditworthy international buyers, both private and public sector, for purchases of U.S. goods and services.

More Resources:

Guide to the Finance of International Trade – A simple and useful reference book by the Journal of Commerce. To download the publication (.pdf) click on "Info" or "Export Finance Guide" at <http://web.ita.doc.gov/efm/efm.nsf>.

Private Export Funding Company (PEFCO) – PEFCO is a private corporation owned by commercial banks, industrial corporations, and financial services companies. It supplements existing Ex-Im and private programs for export financing. PEFCO was established with the support of the U.S. Treasury Department and the Ex-Im Bank. Its services include direct loans, note purchase facilities, securitization facilities and short-term working capital facilities. PEFCO programs cover short, medium and long-term facilities. For more information, visit the PEFCO website at <http://www.pefco.com/>, or contact them at (212) 916-0300.

National Export Directory (NED) - Many state governments provide export financing through their international trade offices. A list of all state trade offices is available on the *National Export Directory* - the TIC's guide to federal, state and local trade offices throughout the United States. It is available on the TIC website at <http://www.export.gov/tic> under "Trade Offices Nationwide", or by calling 1-800-USA-TRADE and speaking to a TIC trade specialist.

Financial Resources

State Departments of Agriculture and State Regional Trading Groups (SRTGs) - Many states and SRTGs offer hands on training classes and assistance with export planning.

For example, WUSATA (Western United States Agricultural Trade Association) offers Export Readiness Consultations. Designed to benefit both novice and veteran exporters, the Export Readiness Program offers companies the opportunity to receive individual assistance with their most challenging export issues. Tailored to the individual company's needs, these 2-hour sessions provide participants with expert advice from an industry consultant who has over 20 years of experience in pioneering foreign market development. (<http://www.wusata.org/services/export/index.html>).

Check with your State Department of Agriculture or appropriate SRTG to find out what training programs and services are available in your area. Search for your local contact at <http://www.fas.usda.gov/scripts/agexport/TradeAssistQuery.asp>.

Tools of the Trade: Export Basics Webcast Seminar - Four hours of free interactive training via a "click and easy" video interface gives you complete control. Learn the step-by-step process of how your company can enter rapidly growing international marketplaces. Available online at: <http://www.globalspeak.com/html/export-gov/ExportBasics.htm>.

Target Market

Potential Markets / Market Assessments

FAS Resources:

USDA-FAS Attaché Reports - <http://www.fas.usda.gov/scriptsw/attacherep/default.asp> - This link provides a group of reports on topics such as market research, product briefs, food and agriculture import regulations and standards and exporter guides. FAS produces these reports on specific countries. The reports may also contain information on buyers and competitors. This site is most helpful in finding specific information because it allows you to search by specific countries, products, or topics.

USDA-FAS Overseas Offices – FAS staff in overseas offices can assist you with market questions and promotion opportunities. A searchable directory, with links to overseas offices Web sites, can be found at http://www.fas.usda.gov/scriptsw/fasfield/ovc_frm.asp.

USDA-FAS Ag Exporter Magazine - <http://www.fas.usda.gov/info/agexporter/agexport.html> - This site is a monthly magazine for agricultural exporters. It provides tips on exporting, descriptions of markets with the greatest sales potential, and information on export assistance available from USDA.

USDA-FAS World Reports - <http://www.fas.usda.gov/currwmt.html> - You can look at the current trends for certain products and product types in Current World Production, Market and Trade Reports, which are maintained by FAS. A short version of these reports is available at <http://www.fas.usda.gov/current.html>. An easy way to locate specific information in these reports is to use "FIND" to search the main pages for the product name or product type about which you are trying to find information.

Canada Connect – Endorsed by USDA-FAS, Canada Connect is a cost-effective and efficient way for U.S. agrifood companies searching for opportunities to expand their market in Canada and meet the key people. The program assists in establishing commercial relationships with agent/brokers and/or distributors in Canada. They provide individually designed programs including appointments, briefings on business opportunities, industry trends, and competition. Details are available at <http://www.fas.usda.gov/gainfiles/200006/25698063.pdf>.

USDA-FAS AgExport Services Division Services – Services such as Buyer Alerts or Trade Leads can assist a company in assessing market potential. More information on these services is available at <http://www.fas.usda.gov/agexport/exporter.html>.

USDA-FAS Forest and Fishery Products Division – A Guide to Exporting Fishery Products - <http://www.fas.usda.gov/ffpd/Export-Guidebook/FisheryGuide.pdf>.

USDA-FAS Forest and Fishery Products Division – A Guide to Exporting Solid Wood Products - <http://www.fas.usda.gov/ffpd/Export-Guidebook/WoodGuide.pdf>.

Trade Data:

US Trade Internet System - <http://www.fas.usda.gov/ustrade> - Here, you can get a commodity by commodity breakdown of exports and imports over a two- or five-year period. The U.S. Trade Reports is a service of the United States Department of Agriculture (USDA.)

Bulk, Intermediate and Consumer (BICO) - http://www.fas.usda.gov/scripts/bico/bico_frm.idc - This is a site for statistics on the size of the market you maybe targeting and the US share of the country's imports. The Bulk, Intermediate and Consumer (BICO) reports are provided by the United States Department of Agriculture (USDA) .

Any exporter can extract trade statistics like are found in the Sample Export Plan by subscribing to fee-based import-export databases such as *Global Trade Atlas* (<http://www.gtis.com>) and *Euromonitor* (<http://www.euromonitor.com>). For U.S. import-export statistics, exporters can refer to the USDA-FAS BICO reports.

General Country Information:

Country Commercial Guides - http://www.export.gov/comm_svc/ - You can view reports that present a comprehensive look at various countries' commercial environments, from an economic, political and market point of view. Country Commercial Guides (CCG's) are prepared annually by U.S. embassies with the assistance of several U.S. government agencies. Other reports available.

CIA World Factbook - <http://www.odci.gov/cia/publications/factbook/index.html>
The World Factbook provides you with information on the traditions, geography, people, government, economy, transportation, communications, and military of countries throughout the world. The Central Intelligence Agency (CIA) maintains this extensive resource.

U.S. Department of Commerce - Country Information – Quick Reference. Access short, country-specific reports and market insights. Topics include business travel and etiquette, financing regulations, hot news and events and more. Search by country at: <http://web.ita.doc.gov/ticwebsite/tic.nsf/AF34FA880278BDD58525690D00656C6F/3B884AC0FF87831F85256926005340B3?OpenDocument>.

U.S. Department of Commerce – STAT-USA – Business, trade and economic information for international traders from the Federal government. <http://www.stat-usa.gov/>.

U.S. Department of State – Background Notes – Country Specific guides available online at: <http://www.state.gov/r/pa/ei/bgn/>.

Department of Commerce – U.S. Commercial Service Resources:

Please note that the U.S. Commercial Service, Department of Commerce charges a fee for most of the services listed below.

U.S. Commercial Service – Flexible Market Research - The U.S. Commercial Service knows that concise up-to-date information is the key to making intelligent marketing decisions and they have the resources to obtain the information you need. The Flexible Market Research program makes use of their vast network of industry associations, government agencies, importers, distributors, end-users, and manufacturers to provide you with information critical to your international success.

These reports will help you:

- Gauge your sales potential in an overseas market
- Choose the best new markets for your product or service
- Establish effective selling and distribution strategies in specific markets
- Find the best channels for getting your product to market
- Discover what factors influence potential customers the most
- Identify your competitors

- Overcome potential market impediments, including quotas, duties, and regulations
- Obtain the pricing of comparable products

For ordering information, visit http://www.export.gov/comm_svc/custom_mkt_research.html.

U.S. Commercial Service – International Partner Search - The International Partner Search can put out team of experts in over 80 countries to work finding the most suitable strategic partners. You provide company marketing materials and company background information. A strong network of foreign contacts interview potential partners and provide a list of up to five pre-qualified partners. Details available at http://www.export.gov/comm_svc/intl_partner_search.html.

U.S. Commercial Service – International Company Profile – These reports are prepared by U.S. Embassy or Consulate staff around the world and are available for a fee through your local Export Assistance Center. These reports provide corporate background information, references for corporate officials and financial information on your prospective international business partners. Similar reports are also available from private sector entities in many countries. Visit http://www.export.gov/comm_svc/intl_co_profile.html to find the Export Assistance Center nearest you.

U.S. Commercial Service – Gold Key Matchmaking Service - Through the Gold Key Service, the US&FCS provides U.S. firms with pre-qualified and prescreened appointments with potential overseas agents, distributors, sales representatives and strategic business partners. Additional services such as transportation, translation, and others are available for an additional fee. The cost of the Gold Key Service varies by country. A list of prices is available in E-Menu. If a faster deadline is necessary, additional fees may be charged. Credit card transactions are preferred, but other payment options, including electronic fund transfers, can be arranged.

Clients requesting a Gold Key Service will receive:

- Appointments with prescreened and pre-qualified sales representatives and partner
- Background and contact information on each potential partner, such as the size of the company, the number of years the company has been in business, its product or service lines, and after-sales services.
- Customized market and industry briefing with U.S. Commercial staff in advance of business meetings
- Market research on the relevant industry sector
- Assistance with travel, accommodations, interpreter service, and clerical support
- A video conference option, at additional cost, if your schedule doesn't permit international travel
- Post-meeting debriefing with U.S. Commercial Service staff to discuss results of meetings, and assistance in developing appropriate follow-up strategies

For more information visit http://www.export.gov/comm_svc/goldkey.html.

U.S. Commercial Service – Platinum Key Service - The Platinum Key Service allows U.S. companies to take advantage of longer term, sustained and customized U.S. Commercial Service assistance on a range of issues. The service is solution-oriented and tailored to the client's needs through a mutually agreed upon scope of work. The service can include a range of issues including, but not limited to, identifying markets, launching products, developing major project opportunities, resolving commercial disputes and providing assistance on regulatory or technical standards matters. Ongoing service is available for six months, one year, or a specified timeframe based on the mutually agreed-upon scope of work. Our overseas specialists will work closely with clients to identify and outline specific needs, provide progress reports and ensure timely delivery of service. For more information visit http://www.export.gov/comm_svc/platinumkey.html.

FAS Partners:

Distributor Development Service (DDS) – This service is designed to provide your company with the detailed knowledge you need to build a marketing strategy and successfully introduce your product in an overseas market. The service can check stores for competing products and performs import analysis, refers foreign distributor to the U.S. exporter and assists in Market. DDS is offered in Mexico, Asia (Korea, Japan), Southeast Asia (Singapore, Thailand, Malaysia, the Philippines, and Indonesia), the Mercosur Region (Argentina, Brazil, Paraguay, and Uruguay), Western Europe (United Kingdom, France and Germany), Central Europe (Poland, Hungary and Czech Republic) and the Caribbean. The fee per participant is \$300.

DDS is open to companies in the MIATCO and FoodExport regions. If a company in a WUSATA or SUSTA region is interested, they may participate if they can demonstrate that the development of their international business benefits the MIATCO or FoodExport regions.

- **WUSATA** – <http://www.wusata.org> - If your business is in the Western United States (Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming).
- **MIATCO** – <http://www.miatco.org> - If your business is in the Midwestern United States (Illinois, Iowa, Michigan, Missouri, North Dakota, South Dakota, Indiana, Kansas, Minnesota, Nebraska, Ohio, Wisconsin) .
- **Food Export USA Northeast** – <http://www.foodexportusa.org> - If your business is in the Northeastern United States (Connecticut, Maine, Delaware, New Jersey, Massachusetts, New Hampshire, New York, Pennsylvania, Rhode Island and Vermont).
- **SUSTA** – <http://www.susta.org> - If your business is in the Southern United States (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, Virginia, or West Virginia).

Product

Product Characteristics / Product Packaging / Product Handling

USDA-FAS Resources:

USDA-FAS – Exporter Assistance – Information on various requirements and certifications from all USDA and other government agencies. Short descriptions and links can be found at <http://www.fas.usda.gov/agexport/exporter.html>.

USDA-FAS - The Food and Agriculture Import Regulations and Standards Reports- http://www.fas.usda.gov/itp/ofsts/fairs_by_country.asp - This site will provide you with an overview of generic technical requirements and standards for consumer-ready food products for a particular country. The information includes topics such as food additives, labels, pesticide residues, and food sanitation.

USDA-FAS Attaché Reports - <http://www.fas.usda.gov/scriptsw/attacherep/default.asp> - This link provides a group of reports on topics such as market research, product briefs, food and agriculture import regulations and standards and exporter guides. FAS produces these reports on specific countries. The reports may also contain information on buyers and competitors. This site is most helpful in finding specific information because it allows you to search by specific countries, products, or topics.

USDA-FAS Forest and Fishery Products Division – A Guide to Exporting Fishery Products - <http://www.fas.usda.gov/ffpd/Export-Guidebook/FisheryGuide.pdf>.

USDA-FAS Forest and Fishery Products Division – A Guide to Exporting Solid Wood Products - <http://www.fas.usda.gov/ffpd/Export-Guidebook/WoodGuide.pdf>.

Other USDA Resources:

USDA-APHIS - <http://www.aphis.usda.gov/oa/at.html> - This site provides import requirements of various foreign countries for U.S. animals, poultry, and genetic materials (semen and embryos.) The Animal and Plant Health Inspection Service, U.S. Department of Agriculture maintains the International Regulations Retrieval System (IREGS) accessed through this site. Information can also be found here (or directly at <http://www.aphis.usda.gov/export/exportfa.html>) on the Plant Protection and Quarantine (PPQ) Export Index provides access to a number of databases, including EXCERPT, which contains phytosanitary regulations for more than 200 countries.

USDA-AMS - <http://www.ams.usda.gov/tmd/export/index.htm> - Here, you can find tips about effective packaging and labeling for export products. Various chapters of this Agricultural Export Transportation Handbook cover topics such as “Maintaining Product Quality During Transportation”, “Insurance”, and “Transport Documentation”.

Other Government Resources:

Schedule B Export Codes - <http://www.census.gov/foreign-trade/schedules/b/index.html> - Many trade statistics and export documents use a 10-digit code (Schedule B Code) to classify products to be traded. These codes are from the Harmonized System which is explained on this site.

Bureau of Alcohol, Tobacco and Firearms - <http://www.atf.treas.gov/alcohol/info/interre1.htm> Maintains this Alcohol Import/Export Guide, which provides information regarding the international import requirements of various countries for beer, wine and distilled spirits.

U.S. Department of Commerce's National Marine Fisheries Service – For information on the import requirements of various foreign countries for seafood and aquaculture products visit <http://www.nmfs.noaa.gov/trade/default.html>.

Pricing

Tariffs and Taxes

U.S. Department of Commerce – Trade Information Center -

<http://www.trade.gov/td/tic/tariff/index.html>.

Market Price

USDA-AMS - <http://www.ams.usda.gov/LSMnpubs/index.htm> - Provides international price information for livestock and grain.

USDA-AMS - <http://www.ams.usda.gov/fv/mncs/terminal.htm> - Provides international price information for fruits and vegetables.

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- Discover what factors influence potential customers the most
- Identify your competitors
- Overcome potential market impediments, including quotas, duties, and regulations
- Obtain the pricing of comparable products

For ordering information, visit http://www.export.gov/comm_svc/custom_mkt_research.html.

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- Customized market and industry briefing with U.S. Commercial staff in advance of business meetings
- Market research on the relevant industry sector
- Assistance with travel, accommodations, interpreter service, and clerical support

- A video conference option, at additional cost, if your schedule doesn't permit international travel
- Post-meeting debriefing with U.S. Commercial Service staff to discuss results of meetings, and assistance in developing appropriate follow-up strategies

For more information visit http://www.export.gov/comm_svc/goldkey.html.

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Distributor Development Service (DDS) – This service is designed to provide your company with the detailed knowledge you need to build a marketing strategy and successfully introduce your product in an overseas market. The service can check stores for competing products and performs import analysis, refers foreign distributor to the U.S. exporter and assists in Market. DDS is offered in Mexico, Asia (Korea, Japan), Southeast Asia (Singapore, Thailand, Malaysia, the Philippines, and Indonesia), the Mercosur Region (Argentina, Brazil, Paraguay, and Uruguay), Western Europe (United Kingdom, France and Germany), Central Europe (Poland, Hungary and Czech Republic) and the Caribbean. The fee per participant is \$300.

DDS is open to companies in the MIATCO and FoodExport regions. If a company in a WUSATA or SUSTA region is interested, they may participate if they can demonstrate that the development of their international business benefits the MIATCO or FoodExport regions.

- **WUSATA** – <http://www.wusata.org> - If your business is in the Western United States (Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming).
- **MIATCO** – <http://www.miatco.org> - If your business is in the Midwestern United States (Illinois, Iowa, Michigan, Missouri, North Dakota, South Dakota, Indiana, Kansas, Minnesota, Nebraska, Ohio, Wisconsin) .
- **Food Export USA Northeast** – <http://www.foodexportusa.org> - If your business is in the Northeastern United States (Connecticut, Maine, Delaware, New Jersey, Massachusetts, New Hampshire, New York, Pennsylvania, Rhode Island and Vermont).
- **SUSTA** – <http://www.susta.org> - If your business is in the Southern United States (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, Virginia, or West Virginia).

Pricing Strategy

USDA-AMS - <http://www.ams.usda.gov/tmd/export/quoting%5Fa%5Fprice.htm> - This site provides information on "Quoting a Price," including frequently used International commercial terms (Incoterms.) This site is part of the Agricultural Export Transportation Handbook.

U.S. Department of Commerce – <http://www.unzco.com/basicguide/toc.html> - U.S. Department of Commerce (DOC) publication entitled A Basic Guide to Exporting. Provides a book chapter on the "Pricing, Quotations, and Terms."

Unit Price

USDA-AMS - <http://www.ams.usda.gov/tmd/freight/> - The site provides a directory of freight forwarders serving agricultural shippers. A freight forwarder can provide you with transportation related costs.

Profit

USDA-AMS - <http://www.ams.usda.gov/tmd/export/payment.htm> - When you decide which method, or combination of methods, of payment your customer must use, you must weigh the risks and costs involved with various options. The information on this site will help you compare your options. This resource is part of an Agricultural Export Transportation Handbook on the U.S. Department of Agriculture's web site.

Market Entry

General Strategies

U.S. Department of Commerce – <http://www.unzco.com/basicguide/toc.html> - U.S. Department of Commerce (DOC) publication entitled A Basic Guide to Exporting. Provides a book chapter on "Methods of Exporting and Channels of Distribution."

Promotional Strategies

USDA-FAS – Trade Leads - <http://www.fas.usda.gov/agexport/tleadsinfo.html> - Site provides information on how to register to receive trade leads from foreign buyers seeking to purchase U.S. products. The information is free and distributed via e-mail.

USDA-FAS – Buyer Alerts - <http://www.fas.usda.gov/agexport/bainfo.html> - Buyer Alert is a service that provides U.S. companies the opportunity to promote their products in a biweekly newsletter distributed to foreign buyers around the world. You can submit your company's information directly to FAS by using the site's online registration form. There is a \$15 service fee per announcement.

USDA-FAS – Foreign Buyers Lists - <http://www.FAS.USDA.GOV/agexport/forbuy.html> - Site allows you to order Foreign Buyer Lists, which provide information on more than 15,000 foreign buyers of food, natural fiber, and wood products in 100 countries. There is a \$15 service fee per list.

USDA-FAS – U.S. Suppliers List - <http://www.fas.usda.gov/agexport/ussuppinfo.html> - Site provides information to allow you to be listed in the U. S. Supplier Lists, a directory of some 3,800 U.S. exporters of 500 product categories. FAS representatives worldwide use the directory daily to help buyers find quality U.S. products. Registration is free of charge.

USDA-FAS – Trade Shows and Missions - Site will allow you to identify U.S. Department of Agriculture (USDA) sponsored or USDA endorsed trade shows held worldwide. You can search for events that relate to your target country or to the type of product you plan to market. <http://www.fas.usda.gov/scripts/agexport/EventQuery.asp>.

USDA-FAS – U.S. Trade Shows - http://www.fas.usda.gov/agx/buying/US_TradeShows.htm - There are many trade shows in the U.S. that attract an international audience. These calendars list trade shows in the U.S. that have significant export business potential.

USDA-FAS – Promotion Opportunities Reports - At this site, you can access Promotion Opportunities Reports, which highlight upcoming trade and consumer promotional activities and events for food, seafood and beverage products. Once at the site, choose "Promotion Opportunities" and your target country in Option 1. <http://www.fas.usda.gov/scripts/attacherep/default.asp>.

State Regional Trade Groups (SRTGs) – SRTGs offer a range of promotion services including trade missions and events such as in-store promotions and menu promotions.

- **WUSATA** – <http://www.wusata.org> - If your business is in the Western United States (Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming).
- **MIATCO** – <http://www.miatco.org> - If your business is in the Midwestern United States (Illinois, Iowa, Michigan, Missouri, North Dakota, South Dakota, Indiana, Kansas, Minnesota, Nebraska, Ohio, Wisconsin) .

- **Food Export USA Northeast** – <http://www.foodexportusa.org> - If your business is in the Northeastern United States (Connecticut, Maine, Delaware, New Jersey, Massachusetts, New Hampshire, New York, Pennsylvania, Rhode Island and Vermont).
- **SUSTA** – <http://www.susta.org> - If your business is in the Southern United States (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, Virginia, or West Virginia).

Please note that the U.S. Commercial Service, Department of Commerce charges a fee for most of the services listed below.

U.S. Commercial Service - The U.S. Commercial Service knows that concise up-to-date information is the key to making intelligent marketing decisions and they have the resources to obtain the information you need. The Flexible Market Research program makes use of their vast network of industry associations, government agencies, importers, distributors, end-users, and manufacturers to provide you with information critical to your international success.

These reports will help you:

- Gauge your sales potential in an overseas market
- Choose the best new markets for your product or service
- Establish effective selling and distribution strategies in specific markets
- Find the best channels for getting your product to market
- Discover what factors influence potential customers the most
- Identify your competitors
- Overcome potential market impediments, including quotas, duties, and regulations
- Obtain the pricing of comparable products

For ordering information, visit http://www.export.gov/comm_svc/custom_mkt_research.html.

U.S. Commercial Service – Gold Key Matchmaking Service - Through the Gold Key Service, the US&FCS provides U.S. firms with pre-qualified and prescreened appointments with potential overseas agents, distributors, sales representatives and strategic business partners. Additional services such as transportation, translation, and others are available for an additional fee. The cost of the Gold Key Service varies by country. A list of prices is available in E-Menu. If a faster deadline is necessary, additional fees may be charged. Credit card transactions are preferred, but other payment options, including electronic fund transfers, can be arranged.

Clients requesting a Gold Key Service will receive:

- Appointments with prescreened and pre-qualified sales representatives and partner
- Background and contact information on each potential partner, such as the size of the company, the number of years the company has been in business, its product or service lines, and after-sales services.
- Customized market and industry briefing with U.S. Commercial staff in advance of business meetings
- Market research on the relevant industry sector
- Assistance with travel, accommodations, interpreter service, and clerical support
- A video conference option, at additional cost, if your schedule doesn't permit international travel
- Post-meeting debriefing with U.S. Commercial Service staff to discuss results of meetings, and assistance in developing appropriate follow-up strategies

For more information visit http://www.export.gov/comm_svc/goldkey.html.

U.S. Commercial Service – Platinum Key Service - The Platinum Key Service allows U.S. companies to take advantage of longer term, sustained and customized U.S. Commercial Service assistance on a range of issues. The service is solution-oriented and tailored to the client's needs through a mutually agreed upon scope of work. The service can include a range of issues including, but not limited to, identifying markets, launching products, developing major project opportunities, resolving commercial disputes and providing assistance on regulatory or technical standards matters. Ongoing service is available for six months, one year, or a specified timeframe based on the mutually agreed-upon scope of work. Our overseas specialists will work closely with clients to identify and outline specific needs, provide progress reports and ensure timely delivery of service. For more information visit http://www.export.gov/comm_svc/platinumkey.html.

Other FAS Resources:

USDA-FAS Forest and Fishery Products Division – A Guide to Exporting Fishery Products - <http://www.fas.usda.gov/ffpd/Export-Guidebook/FisheryGuide.pdf>.

USDA-FAS Forest and Fishery Products Division – A Guide to Exporting Solid Wood Products - <http://www.fas.usda.gov/ffpd/Export-Guidebook/WoodGuide.pdf>.